

Project Satch



SOCCER

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PRESENTED TO BAYOU PHOENIX



EST. 2017

NISA



**NATIONAL
INDEPENDENT
SOCCER
ASSOCIATION**



AGENDA

Pillars and Philosophy

Club and League Ownership

Competition and Format

Professional League Standards

Operations

Next Steps

MLS

FOUR PILLARS

SUSTAINABLE

An affordable and sustainable model of professional soccer.

OPEN SYSTEM

Meritocracy & Open System. Results will be driven by performance on and off of the pitch. No exclusionary rights will be afforded one club over another.

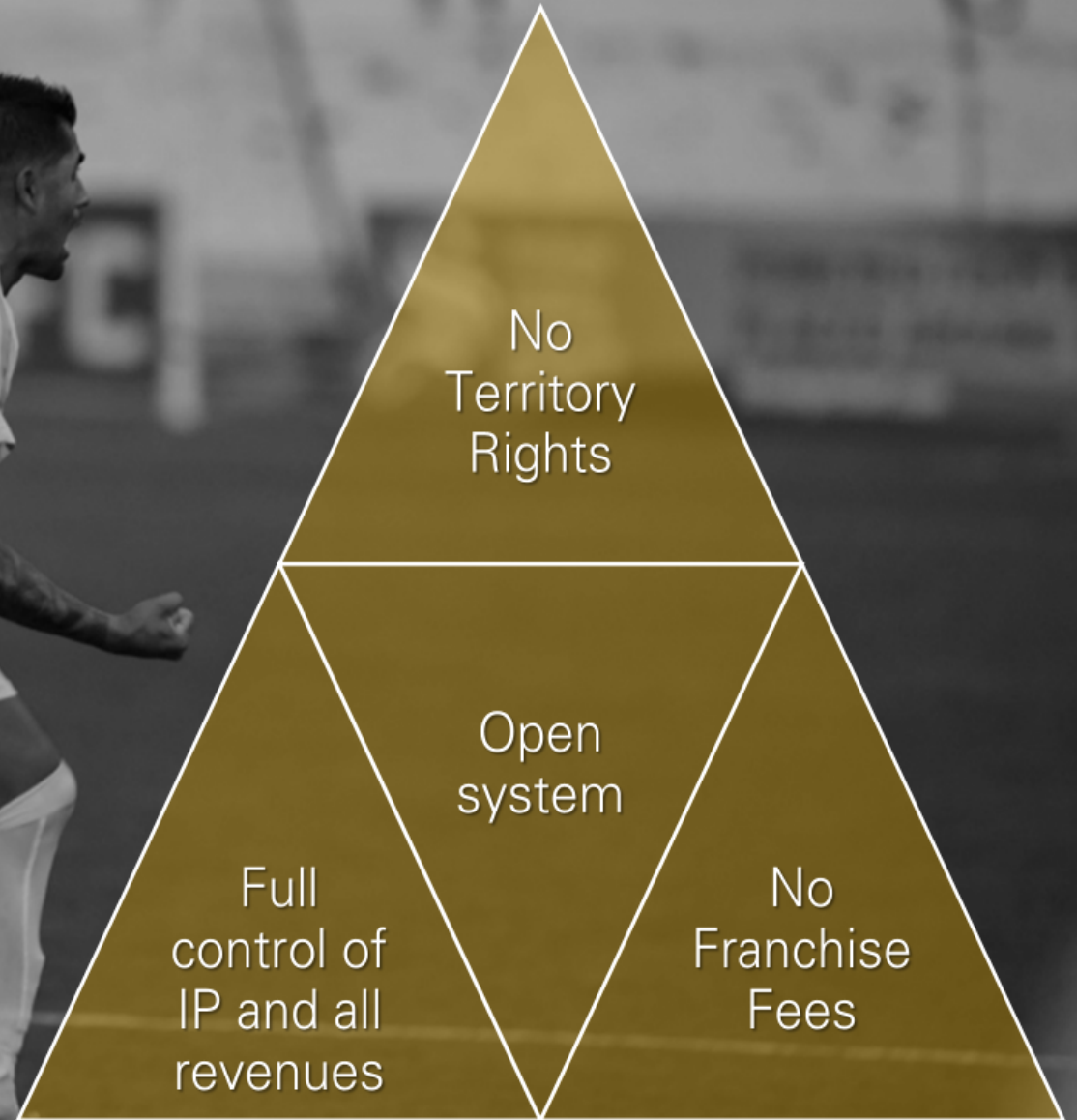
INDEPENDENT

Independent league with club owners controlling league governance, their local clubs, and their intellectual property.

QUALITY

Strong league office with quality staff supplemented with expert consultants that help with the league and team with sales, marketing, and raising capital.

CORE PHILOSOPHY



PROFESSIONAL LANDSCAPE



SEASON FORMAT



Spring Season

March through June

14+ Games



NISA Independent Cup

July



Fall Season

August through November

14+ Games



U.S. Open Cup

March through September



NISA Playoffs

October

STANDARD REVENUE STREAMS

Tickets

- Season Tickets; Group Packages; Partial Season Tickets; Special Event Tickets (Open Cup, Independent Cup, Postseason, Exhibitions, etc.); Fundraising Programs; Suite Sales/Premium Offerings; Mini-Packs

Sponsorships

- Kit/Equipment Sponsors (Primary, Sleeve, Training Top, etc.); Digital Signage (Ribbons Boards, Video Boards, Other Venue Digital Signage); Signage; Promotion Opportunities ; Broadcast Sponsorships

Other Gameday Revenues

- Concessions; Alcohol; Parking; Merchandise; Other Broadcast Revenues

Non-Gameday Revenues

- Camps; Clinics; Special (Non-Soccer) Events; Non-Gameday Merchandise Sales

STANDARD EXPENSES

Operations

- Annual League Fees
- Performance Bond
- Player Insurance
- Utilities
- Equipment

Personnel/ Payroll

- 20 - 25 Player Roster
- Coaches and Technical Staff
- Front Office Staff
- Gameday Personnel
- Training Staff/
Contract with Local Provider

Facilities

- Stadium
(Rent/Upkeep)
- Practice Facilities
(Rent/Upkeep)
- Office Space
(Rent/Upkeep)



PROFESSIONAL LEAGUE STANDARDS

Stadium

Minimum capacity of 1,000 (a higher number than this is necessary for a sustainable operation)

Control of ingress/egress

Field Dimensions of a minimum 110 yds x 70 yds

Playing Surface must be either natural grass or a FIFA approved artificial surface

Team and referee locker rooms (NISA Requirement)



PROFESSIONAL LEAGUE STANDARDS

Staffing

Each team must have individuals handling responsibilities of the following positions: general manager, director of marketing/sales, director of communications/media relations, director of promotions/community relations, director of game operations, head coach, assistant coach, trainer, ticketing manager, finance director, and clerical staff

These 12 positions need to be filled by either full time employees, part time employees, contractors, volunteers, interns, and/or shared resources

Head coach must obtain an USSF 'A' license (or equivalent) within two years of appointment

A black and white photograph of a soccer match. In the foreground, a player in a white jersey with 'FORCE' on the front is running. To his left, a referee in a dark shirt is also running. In the background, another player in a white jersey is visible, and a soccer ball is on the ground. The image is used as a background for the text.

PROFESSIONAL LEAGUE STANDARDS

Other Requirements

Must compete in the Lamar Hunt US Open Cup every year

Must comply with all relevant FIFA guidelines and Laws of the Game